

SHIP BY TRUCK

BY HARVEY L. FIRESTONE

By Harvey S. Firestone

"The great tap root of America's transportation system!"

Thus Harvey S. Firestone characterizes motor truck express, the new way in transportation, and the objective of the famous "Ship by Truck" movement which has been heralded from Coast to Coast as the most notable forward step in many years in the interest of developing our country's prosperity.

The great war taught us a lesson in transportation that will not soon be forgotten. The railway situation was so desperate that freight embargoes were necessary. The congestion in freight yards and terminals was appalling.

It was next to impossible for shipments to get thru. Even war plants holding priorities were handicapped greatly. As for the ordinary lines of business, they were crippled almost to the point of extinction.

The motor truck to the rescue! Dozens of haulage companies were organized almost over night, and shipments by motor truck; over distances hitherto considered impossible, soon became a regular occurrence.

Up to that time, the motor truck had been regarded as essentially a medium of short hauls, in cities. But now, under the strain of necessity, it leaped full fledged into the limelight of public attention as a new and effective method of freight transportation. The railway situation was materially relieved.

Finally the armistice was signed and the transportation situation cleared up gradually.

Before the war, the possibility of the motor truck competing with the railroads had never occurred to truck owners, but when they found that they could operate truck lines successfully between cities at considerable distances carrying freights and express, and at a profit, they began to see a great light.

The railroads also got a new angle on the situation. They knew that their revenue from short hauls was all out of proportion to that derived from long distance hauls. As a matter of fact, they had been operating at a loss on the short hauls.

So as time passed, they welcomed the truck companies more and more cordially as feeders for their line.

The motor trucks companies are that, and more. They are tapping sources of supply which were before inaccessible, bringing in new and better products to market, more quickly and more economically.

The trucks can penetrate into the very centers of production. Now that there is an effective motor transportation to the centers of distribution, food products will come in from the farms and orchards, minerals will be shipped in from the mountain fastnesses, timber will be available from forests hitherto unreachable.

Far-sighted business men everywhere have been watching the situation as it developed. Harvey S. Firestone, ardent advocate of good roads, and keen student of national affairs, was one of the first to see the handwriting on the wall.

The "Ship by Truck" movement, fathered by Mr. Firestone, was the first active effort in the interests of motor truck express. Its influence in

behalf of the new way of transportation has been incalculable.

Through it, thousands of communities have taken up the idea and the slogan—"Ship by Truck"—has become a by-word for national progress. In every State of the Union, the Ship by Truck movement has been taken with enthusiasm.

The recent 6700-mile trip of the Firestone "Ship by Truck" fleet through the South and East opened the eyes of the entire country to the possibilities of motor truck express. It was by far the most convincing demonstration of long distance hauling by truck that has ever been staged.

And the monster motor truck demonstrations now being conducted every few days in the various large cities of the country are but logical incidents in the great campaign which will open up new highways of commerce, new avenues of trade and will help most effectively in winning for America the greatest prosperity in the world's history.

The Motor truck activities in this city and vicinity are being effectively promoted by the Central Commercial Co., local Firestone Ship-by-Truck Bureau at Kingman. A large fund of practical information concerning the operation of motor truck lines will be available to the shipping public, as well as schedules of routes, rates, tonnage capacity of trucks, etc. No charge will be made for this service.

Noncommittal

The prima donna was reading a rough draft of her new contract. When she came to the paragraph providing that she should have transportation for herself, her maid, her dog and Signor Gazibeni, her husband, she drew a line through the signor's name. "Just make that husband," she said.

"Yes, madam," assented the manager, "but may I ask why?" The diva blushed and coyly fingered her hair. "I might wish to make a change," she answered.

—San Francisco Argonaut.

HIGHWAYMEN OF THE AIR

Great Britain is not a visionary, imaginative nation. In fact it is, in the prevalent opinion of the public, stolid; and yet its government has forseen, and taken measures to forestall, the most fantastic and romantic criminal of all time—the highwayman of the air.

Unadjusted to the new world which the war made, one would be inclined as yet to consider an aerial robber as a fictitious character. The Civil Aerial Transport Committee of Great Britain does not. It regards such an eventuality as certain, and, on its recommendation, England has organized a

strong airplane police force. This committee knows that, along with giant passenger and freight airplanes and airships, will come aerial highwaymen—"knights of the road"—in greater numbers even than when Dick Turpin and his gallant masked horde enlivened the post roads of merrie England by nightly pillage of fat travelers.

Unless the world in general equips its law-enforcing bodies with the fastest airplanes and the most courageous air policemen, the influx of transcontinental "Pullman" planes will begin an era of the most picturesque crime ever known.

Getting it Straight

This is an article about trapshooters, a worthy and enthusiastic class. There is a saying, once a trapshooter always a trapshooter. And tell the

compositor something.

"What?"

"There is a good cigar in it for him if he doesn't get it crap shooter."—Kansas City Journal.

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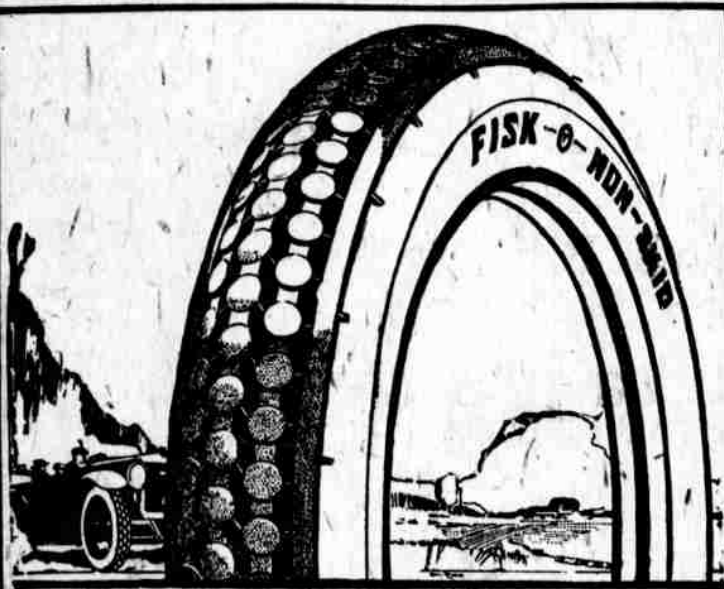
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